9/10/87 A 9095-2

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF JULY 1987

(Number of companies reporting this month 44)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1987	358.9	+122.7	+ 52.0			
1986	236.2	- 67.1	- 22.1			
1985	303.3					
CUMULATIVE YTD						
1987	2438.0	+256.8	+ 11.8			
1986	2181.2	-205.5	- 8.6			
1985	2386.7					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1987	322.5	+177.1	+121.8			
1986	145.4	-156.2	- 51.8			
1985	301.6					
CUMULATIVE YTD						
1987	4269.4	+329.7	+ 8.4			
1986	3939.7	-757.0	- 16.1			
1985	4696.7					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

Compiled By:
The NPD Group

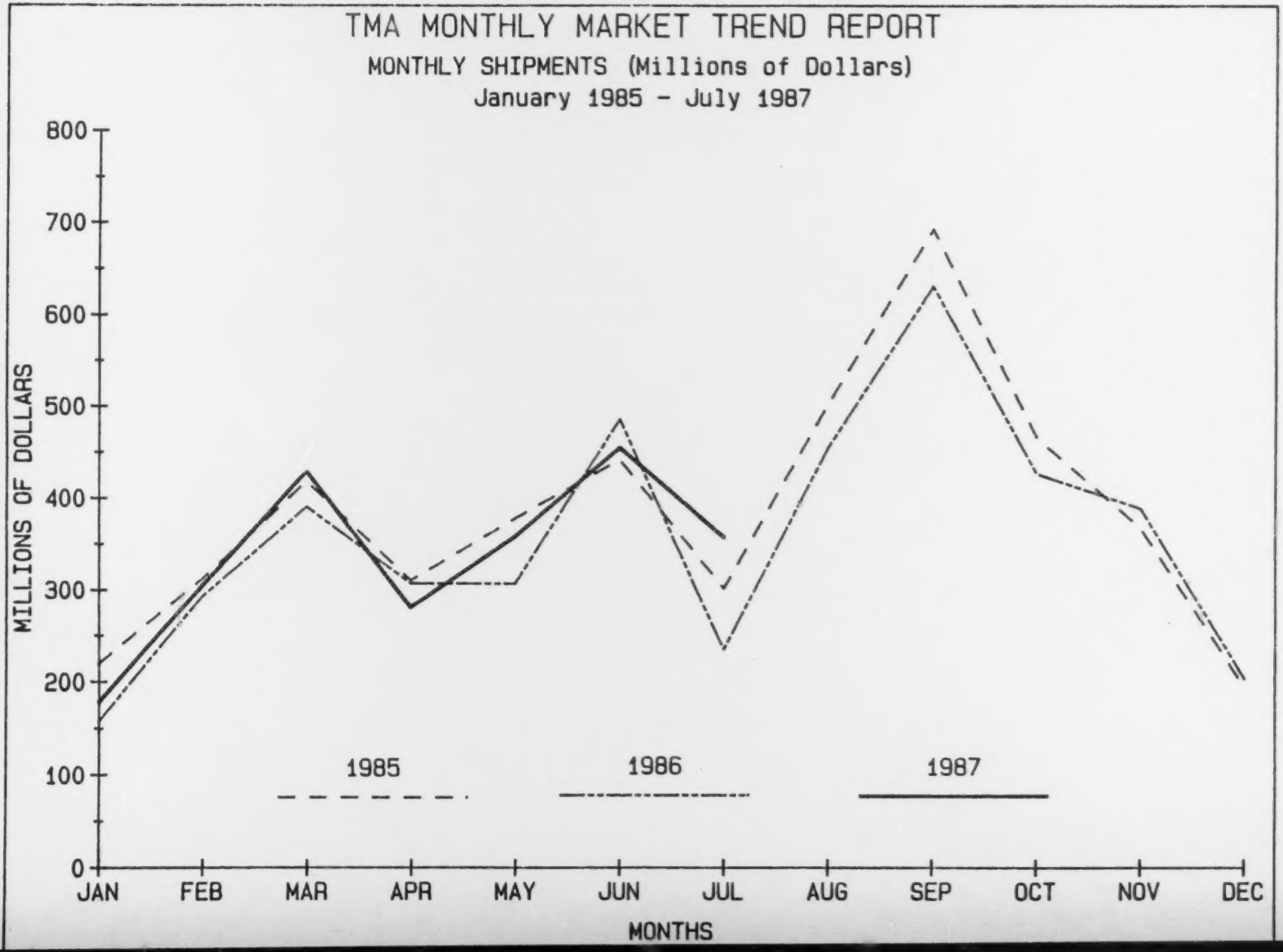
MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.

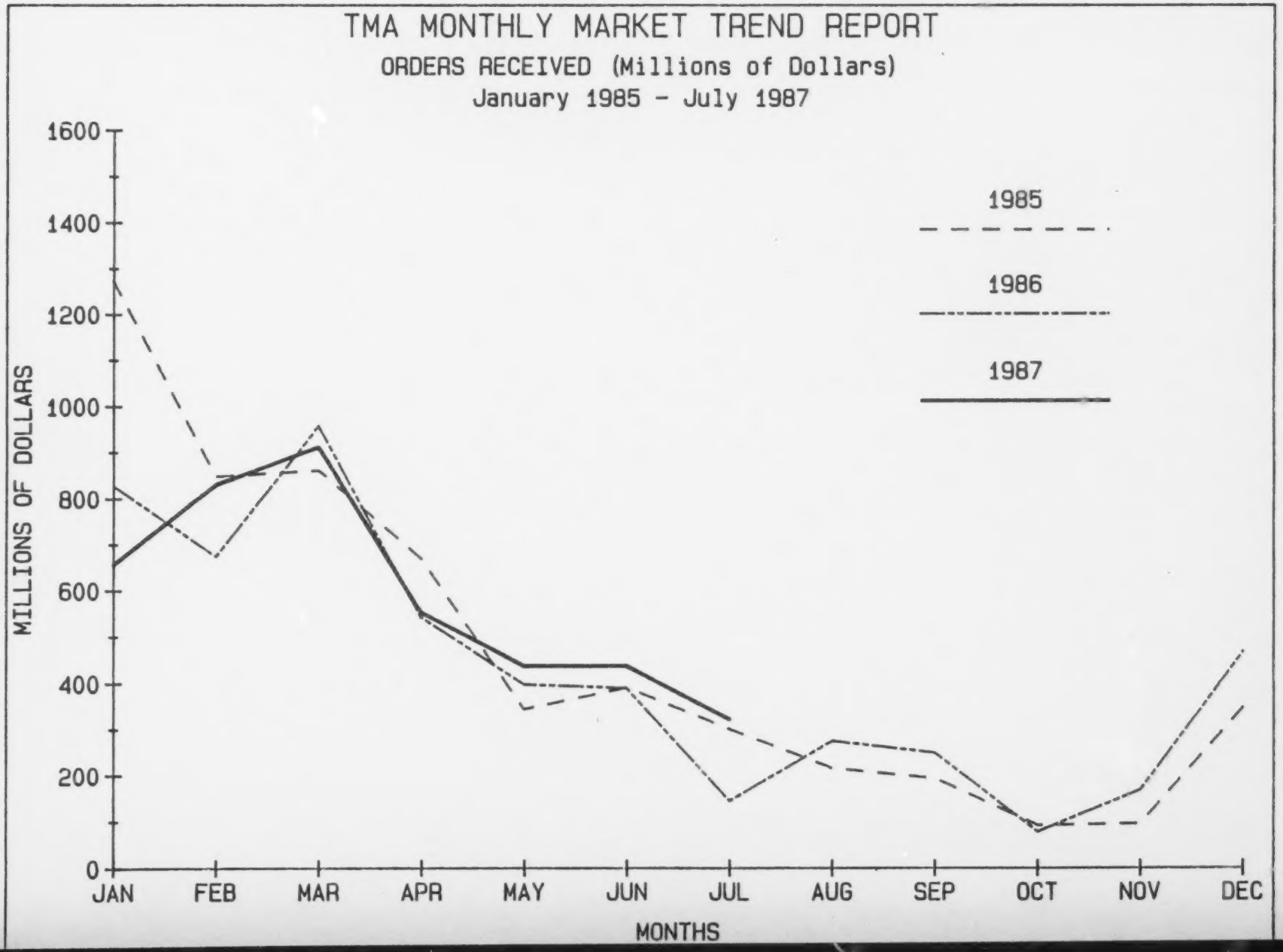
DOLLAR TREND BY MONTH JULY 1987 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD AVG.
SHIPMENTS													
1987 MONTHLY	178.7	305.2	466.4	282.0	391.0	455.8	358.9						348.3
1986 MONTHLY	158.1	293.3	391.1	308.2	307.8	486.5	236.2	456.4	630.9	426.7	388.9	204.1	311.6
1985 MONTHLY	219.4	312.5	418.8	311.4	378.8	442.5	303.3	503.9	693.1	465.8	367.8	195.0	341.0
1987 CUMULATIVE YTD	178.7	483.9	950.2	1232.2	1623.2	2079.0	2438.0						
1986 CUMULATIVE YTD	158.1	451.4	842.5	1150.7	1458.5	1945.0	2181.2	2637.6	3268.5	3695.2	4084.1	4288.2	
1985 CUMULATIVE YTD	219.4	531.9	950.7	1262.1	1640.9	2083.4	2386.7	2890.6	3583.7	4049.5	4417.3	4612.3	
ORDERS RECEIVED *													
1987 MONTHLY	657.4	831.4	1035.9	554.2	428.6	439.4	322.5						609.9
1986 MONTHLY	827.8	674.6	958.3	543.2	399.1	391.3	145.4	275.5	250.3	78.2	169.4	469.0	562.8
1985 MONTHLY	1273.5	849.1	862.3	671.4	345.7	393.1	301.6	216.5	194.1	92.2	96.4	348.5	671.0
1987 CUMULATIVE	657.4	1488.8	2524.7	3078.8	3507.4	3946.9	4269.4						
1986 CUMULATIVE	827.8	1502.4	2460.7	3003.9	3403.0	3794.3	3939.7	4215.2	4465.5	4543.7	4713.1	5182.1	
1985 CUMULATIVE	1273.5	2122.6	2984.9	3656.3	4002.0	4395.1	4696.7	4913.2	5108.1	5200.3	5296.3	5645.2	
CANCELLATIONS													
1987 MONTHLY	14.6	27.8	21.4	50.4	51.1	66.6	58.3						41.5
1986 MONTHLY	17.8	38.8	21.4	21.2	60.0	76.9	52.9	94.2	112.7	116.6	73.2	25.7	41.3
1985 MONTHLY	18.9	26.5	41.3	38.7	138.0	45.7	53.4	80.0	103.1	119.0	144.7	26.7	51.8
ORDERS ON HAND (END OF MONTH)													
1987	873.9	1382.5	2010.9	2138.6	2121.8	2025.7	1935.3						1784.1
1986	1026.5	1364.8	1918.1	2131.9	2161.1	2008.8	1865.1	1581.9	1080.3	615.4	326.1	565.3	1782.3
1985	1222.5	1736.9	2142.1	2465.6	2292.4	2199.4	2144.3	1766.1	1146.6	673.0	252.8	379.6	2029.0

* UNCONFIRMED ORDERS ARE NOT INCLUDED

(COMPILED BY THE NPD GROUP)


TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
January 1985 - July 1987
MILLIONS OF DOLLARS
800
700
600
500
400
300
200
100
0
1985
1986
1987
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS


TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
January 1985 - July 1987
1985
1986
1987
MILLIONS OF DOLLARS
1600
1400
1200
1000
800
600
400
200
0
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS

COMPANIES PARTICIPATING - 44 - JULY 1987

	THIS MONTH	YEAR AGO
BACHMANN INDUSTRIES	X	X
BANDAI AMERICAN	X	X
BARR	X	X
BLAZON-FLEXIBLE FLYER	X	X
CADACO	X	X
CHILTON GLOBE	X	X
COLECO	X	X
COLORFORMS	X	X
DOLLY TOY	X	X
EDEN TOYS	X	X
EMPIRE OF CAROLINA	X	X
ERTL	X	X
FISHER PRICE	X	X
GOLDBERGER DOLL	X	
HASBRO	X	X
HEDSTROM	X	X
H-G TOYS	X	X
KENNER	X	X
KRANSCO	X	
LEGO	X	X
LIONEL	X	X
LITTLE TIKES	X	X
MATCHBOX (USA)	X	X
MATTEL	X	X
MIGHTY STAR	X	X
M & S SHILLMAN	X	X
MONOGRAM	X	X
NATIONAL LATEX	X	X
OHIO ART	X	X
PARK PLASTICS	X	X
PARKER BROTHERS	X	X
PLACO		X
PLAYMATE TOYS	X	X
POWER WHEELS		X
PRESSMAN TOY	X	X
PROCESSED PLASTICS	X	X
PROLL	X	X
R. DAKIN	X	X
ROADMASTER	X	X
SANITOY	X	X
SKILCRAFT	X	X
STEVEN	X	X
STROMBECKER CORP	X	
TONKA	X	X
TYCO	X	X
REVELL	X	

NOTE: PLACO AND POWER WHEELS
ARE NOT PARTICIPATING THIS MONTH.